

Some Basic Facts.

SOME NEWSPAPERS FURNISH QUANTITY, OTHERS QUALITY IN CIRCULATION, AND ADVERTISERS USE ONE MEDIUM OR THE OTHER, ACCORDING TO THE REQUIREMENTS OF THEIR BUSINESS. SOME WANT TO REACH THE GENERAL PUBLIC, BECAUSE THEY HAVE AN ARTICLE THAT EVERYBODY WANTS, OTHERS, PUSHING A SPECIAL INTEREST, ONLY, DESIRE TO ATTRACT THE ATTENTION OF A NARROWER CIRCLE, WHICH INCLUDES MERELY THOSE WHOSE PATRONAGE THEY SEEK.

ALL CLASSES OF ADVERTISERS, HOWEVER, WHETHER THEY WISH TO PROCURE ANYTHING OR DISPOSE OF ANYTHING, FIND IT TO THEIR ADVANTAGE TO USE THE EVENING STAR, BECAUSE AN ANNOUNCEMENT IN ITS COLUMNS REACHES THE EYE OF PEOPLE IN ALL STATIONS IN LIFE—THE RICH, WHOSE WANTS ARE MANY; THOSE IN MODERATE CIRCUMSTANCES, WHOSE PATRONAGE IS WORTH MOST; AND THE POOR, WHO ARE MOST NUMEROUS, BUT WHOSE INDIVIDUAL PURCHASING POWER IS LIMITED.

IN OTHER WORDS, THE STAR DOES THE WHOLE BUSINESS FOR ADVERTISERS OF ALL CLASSES. IT COMPLETELY COVERS THE FIELD OF BUSINESS INTERESTS AND HUMAN ACTIVITIES IN THE DISTRICT OF COLUMBIA AND SURROUNDING COUNTRY. IN SHORT, IT MAY TRULY BE SAID THAT IT GOES INTO EVERY HOUSEHOLD AND IS READ BY EVERYBODY WITHIN THOSE LIMITS.

NO OTHER PAPER CAN TRUTHFULLY CLAIM A RECORD ANYTHING LIKE THIS.

## A Revolution In Eating

has been brought about by the introduction of COTTOLINE, the new vegetable shortening. The discovery of this product, and the demonstration of its remarkable qualities, has attracted the widest interest. Hitherto the common shortening has been lard, or indifferent butter. Every one has probably suffered occasional discomfort from lard-cooked food; while it is well known that thousands are obliged to abstain entirely from everything of that kind. To such people, COTTOLINE is of peculiar value, widening as it does, the range of what may be eaten and enjoyed. COTTOLINE is a cooking marvel. It combines with the food—imparts to it a tempting color, a delicate flavor, and an appetizing crispness. No trace of greasiness remains to offend the taste, or disturb the digestion.

COTTOLINE is worthy of the careful notice of all those who value good food, of itself or for its hygienic properties.

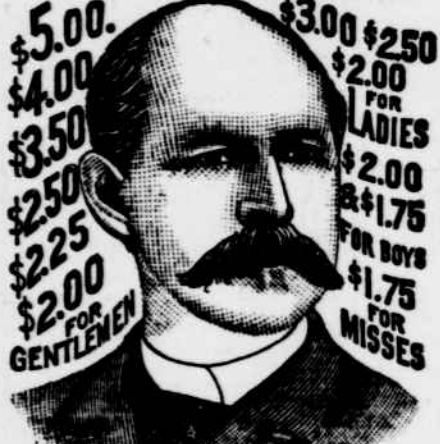
Sold by Leading Grocers.

Made only by

J. N. K. FAIRBANK & CO.,

CHICAGO AND ST. LOUIS.

CAUTION.—If a dealer offers W. L. Douglas shoes at a reduced price, or says he has them without name stamped on bottom, just him down as a fraud.



**W. L. DOUGLAS**  
\$3 SHOE—BEST IN THE WORLD.

W. L. DOUGLAS shoes are the best in the world. They are made of the finest materials and are guaranteed to last. They are sold at a low price, and are the best value for the money. They are the shoes that every man should own.

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